



# COMM Plan

- **What is it?:**

A Comms Plan, or Communication Plan, is a documented plan on how you intend to communicate a project, activity or element of your business to others. The key components of a good Comm Plan include: topic, method for delivery (email, letter, text, signage, etc.) of the communication, timing or frequency of the communication delivery (daily, weekly, one time, after “X” event, etc.), who is sending it, key message being delivered, audience (all employees, senior leadership, members of “X” team, etc.), who creates the message, who has to approve the communication, and where is the communication stored once it was sent?

- **Why do you need one?:**

One of the biggest reasons for failure in projects, activities or elements is the lack of a communication plan. Without a communication plan employees are left to gossip or the voices in their head as to what is happening and why. A Comm Plan is especially important when dealing with change.

- **How do you use this?:**

Fill in each of the boxes to the best of your ability. Have it peer reviewed by others to make sure there isn't anything missing like key activities, audience, or stakeholders.



# Communication Plan

Project Name

Project Manager

Start Date

Completion Date

Project Objectives

Topic

Key Message

Delivery Method

Audience

Frequency

Sent By

Created By

Approved By

Archived Location

